

C-13
C-14

B & W



SEATING
COMPANY

Pittsburgh, Pennsylvania

Manufacturers of Bar and Restaurant Equipment

The Admiral



T

HIS line of fine booths and wall benches is fast becoming the most popular grouping on the market, because of its beauty and long life enhanced by low cost. The Admiral line offers to users neat appearance executed in clean cut design and the ability to absorb hard customer abuse for years without losing its original beauty. The Admiral can take it! This important factor was not an accidental result, but rather the product of careful study and research to provide the finest materials available to do the job.

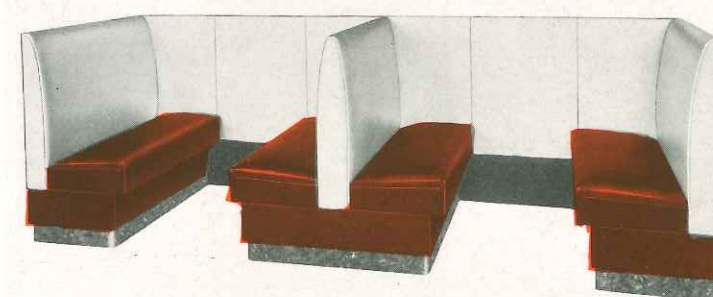
JAN 26 1950

In the Admiral grouping you will find seats constructed of extra-heavy lumber—easily removed and replaced for frequent cleaning and for pest detection and control. Famous “No-Sag Springs”—the last word in spring suspension, go into every piece of Admiral seating—no webbing to rot or twines to break. By use of our exclusive “Wedge-Lock” method of assembly, even inexperienced help can quickly and easily assemble Admiral pieces right on the job. All bases are covered with matching leatherette and sub-bases with marbelized linoleum. Truly the Admiral group combines all the essentials of fine design, excellent construction, exceptional craftsmanship, in addition to the feature of economy.

1/13/50 - Gift - D. & W. Sweating

The Admiral

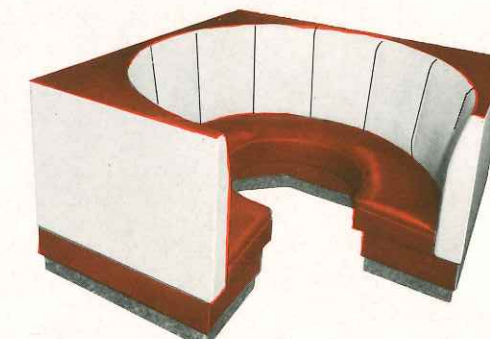
SINGLE-DOUBLE	
Length	42"
Height	42"
Depth of Seat	18"
Overall Depth of Single	23 1/2"
Overall Depth of Double	43"
Height of Seat	18"
Table Recommended	24" x 42"
Wall Space Required per Booth	60" to 66"
Recommended Space	66"



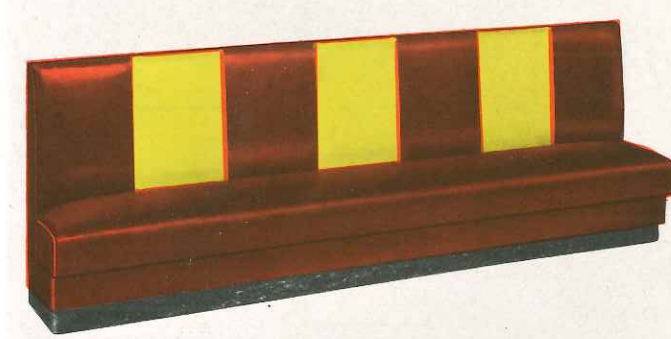
HALF CIRCLE PARTY BOOTH	
Length	42" x 78" x 42"
Height	42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



THREE QUARTER CIRCLE PARTY BOOTH	
Length	42" x 78" x 78" x 42"
Height	42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



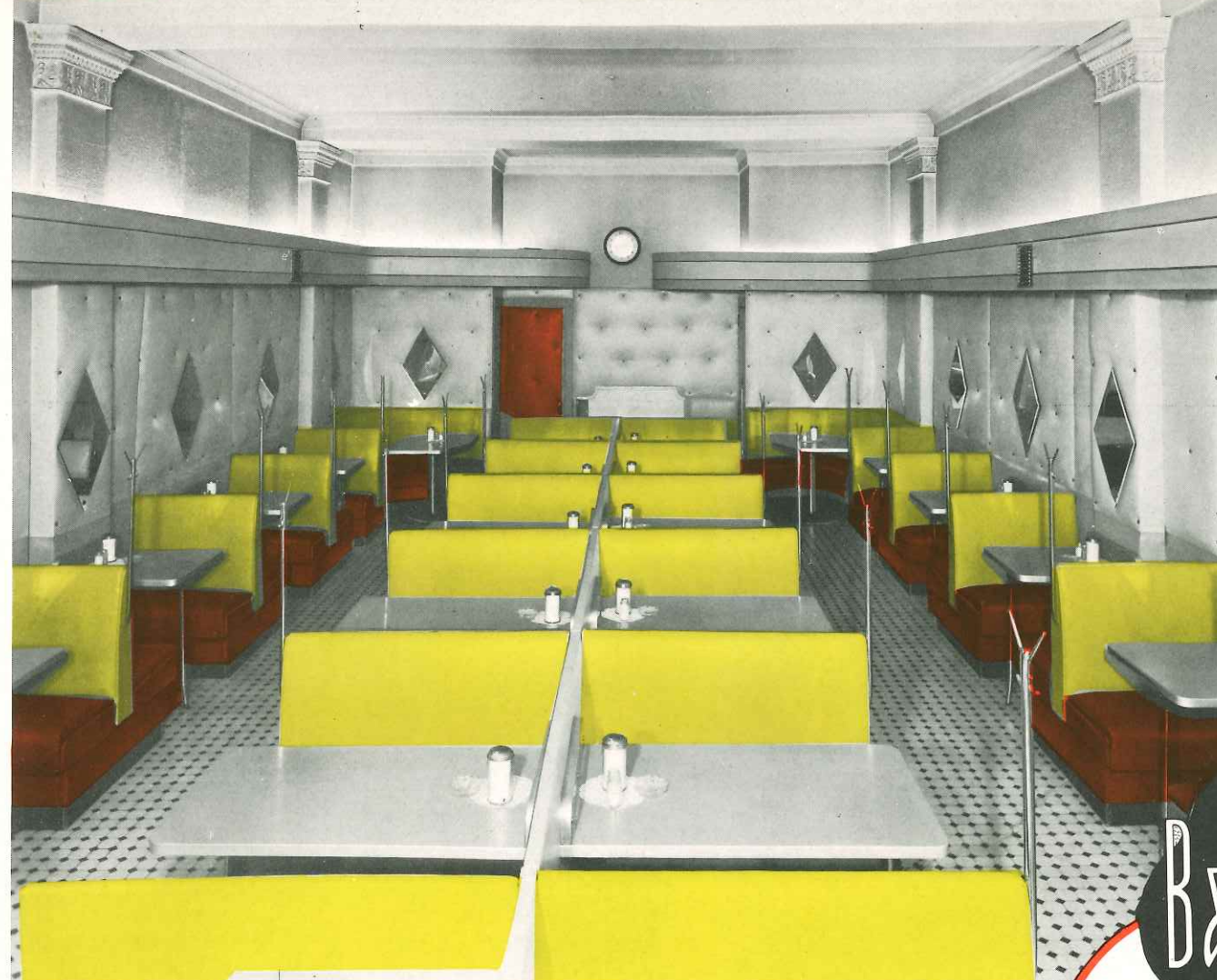
WALL BENCH	
Length	As Specified
Height	42"
Depth of Seat	18"
Height of Seat	18"
Overall Depth	23 1/2"



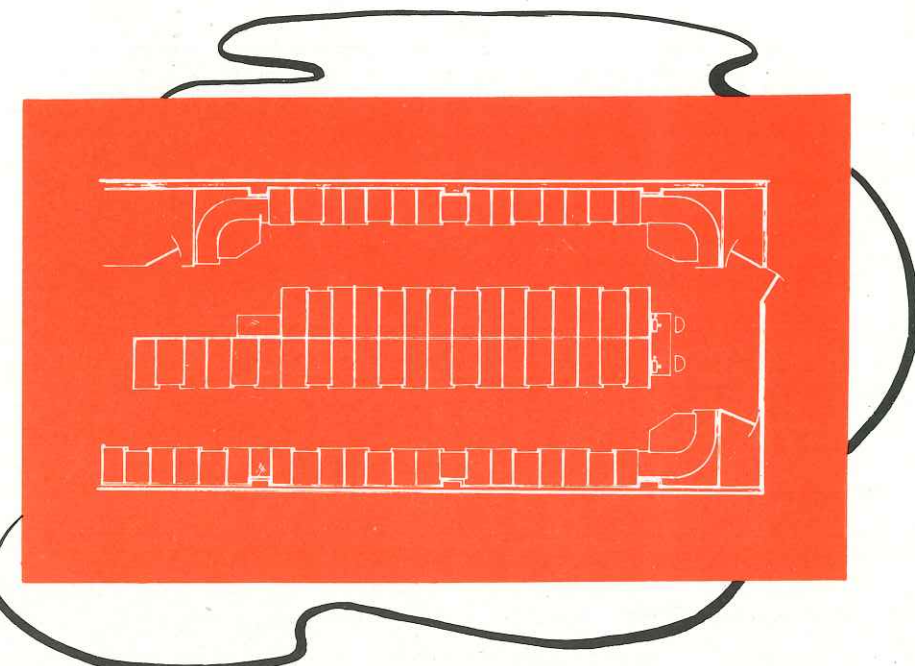
B&W



SEATING
COMPANY



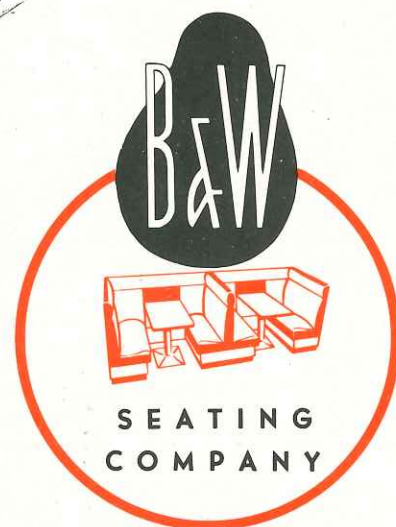
Anibons Tea Room
6007 Penn Avenue, Pgh., Pa.



An outstanding installation utilizing B & W's Admiral Series units. Custom-designed and built from floor plan to actual installation. Your room can have this luxury look with B & W booths.

1/13/50 - Gift - B. & W. Seating

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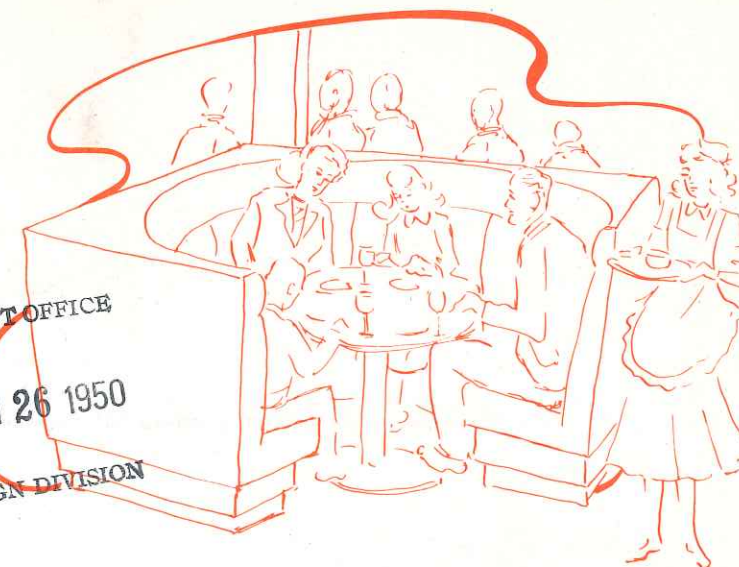


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DESIGN DIVISION

"B & W craftsmen take personal pride in every product bearing our label"

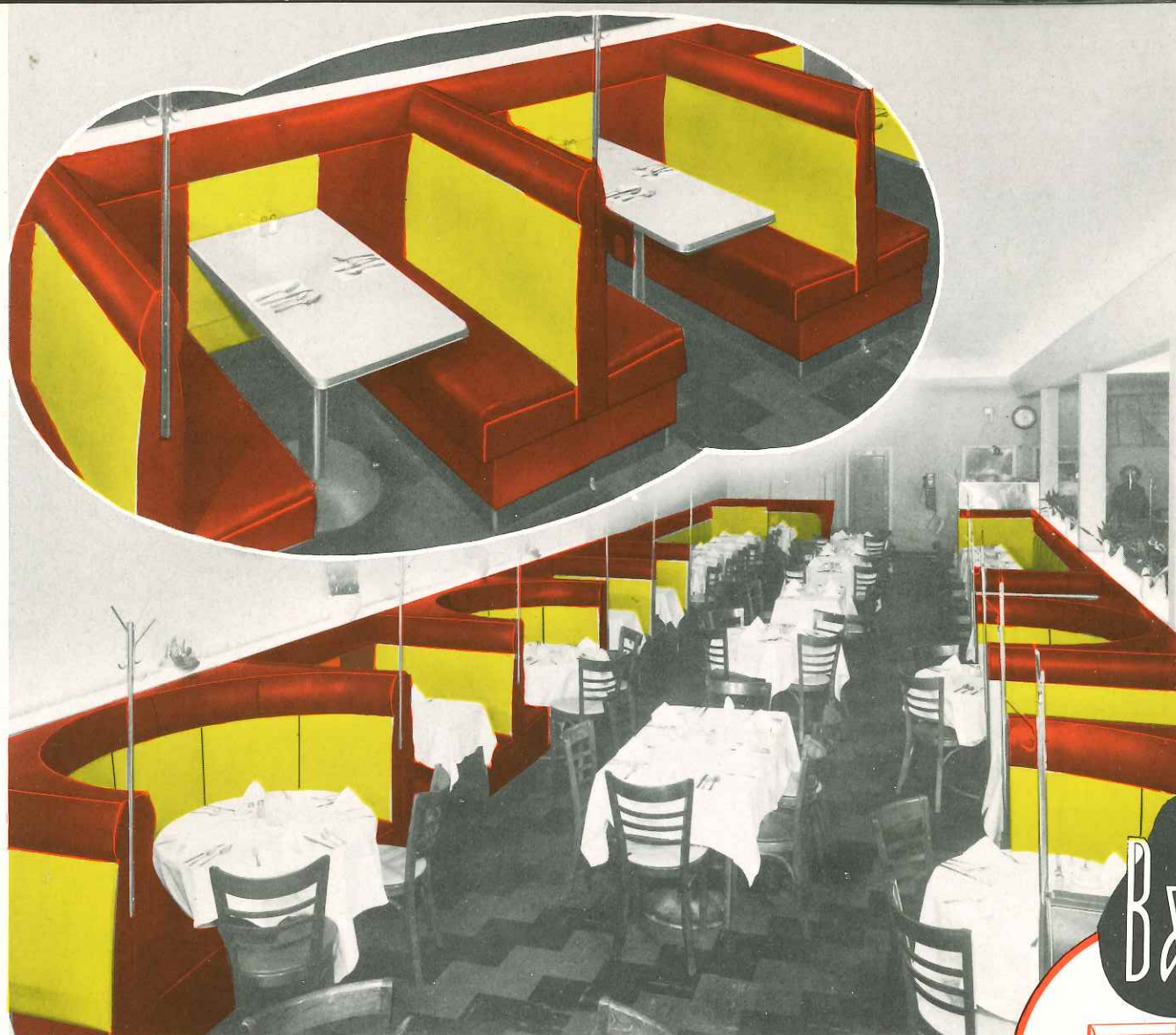
The Monarch

PATENT OFFICE
JAN 26 1950
DESIGN DIVISION

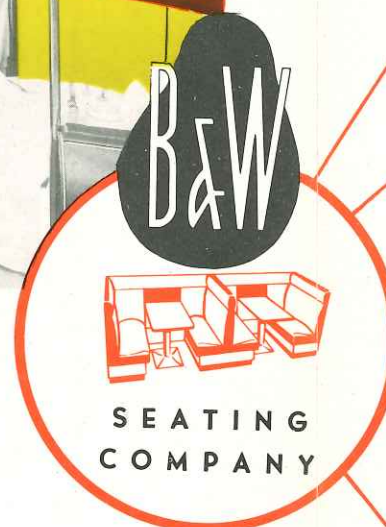
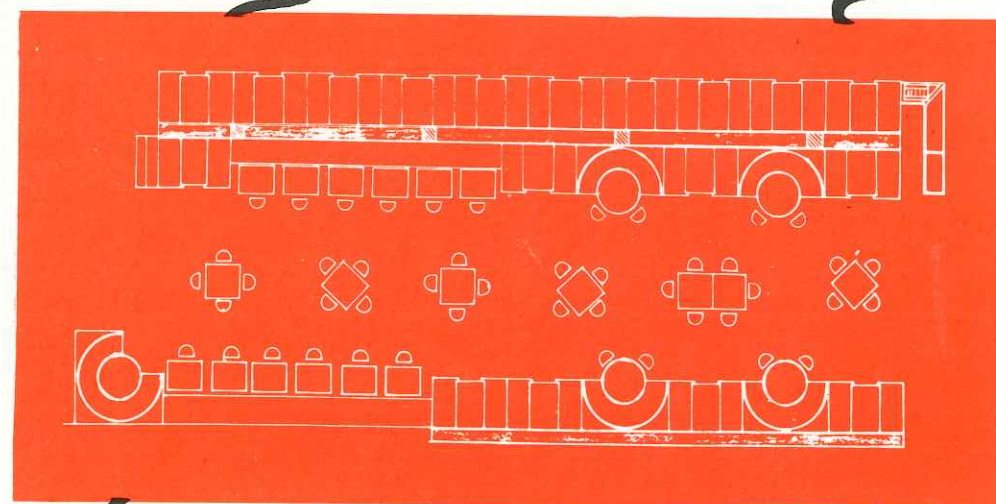


IN style and lasting construction, the Monarch is a royal line of booths. The entire line may be combined to form an artistic installation with the headrest theme unbroken throughout the room. Monarch seats are sturdily constructed of extra-heavy lumber, braced and strengthened with glue and plywood. They are easily removed and replaced for frequent cleaning and for pest detection and control. The famous "No Sag Spring" construction used in B & W Seating, means no more rotting, webbing or broken twines. Our exclusive "Wedge-Lock" method of assembly permits quick, easy on-the-job assembly that can be performed by inexperienced help.

All Monarch bases are covered with matching leatherette and sub-bases with marbelized linoleum. Your choice of any color combinations, available in the finest quality vinal-plastic leatherette. This outstanding cover combines beauty, comfort and service. The tough, but resilient leatherette will not chip or peel and is resistant to water, alcohol, oil, grease, perspiration and fading. The design imprinted in the material is protected with coats of clear plastic to resist loss of design. As with all B & W units, the utmost care has been taken to execute the correctness of construction, superiority of design and choice of materials to present a line that is outstanding in every detail.

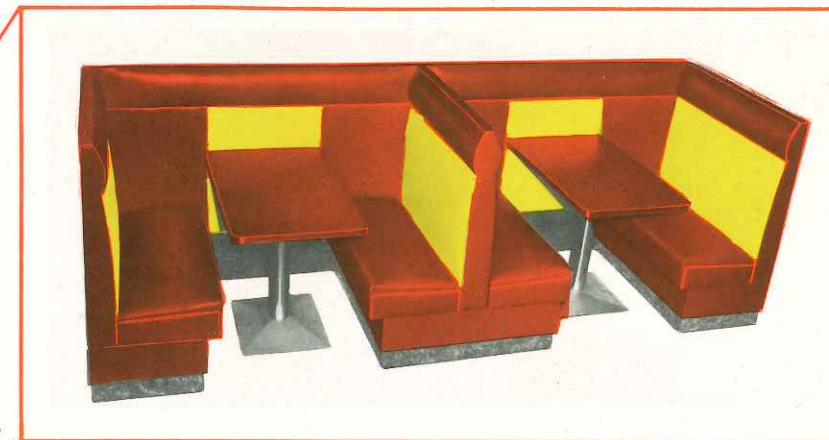


Delma's Restaurant
416 N. Highland Avenue
Pittsburgh, Pa.

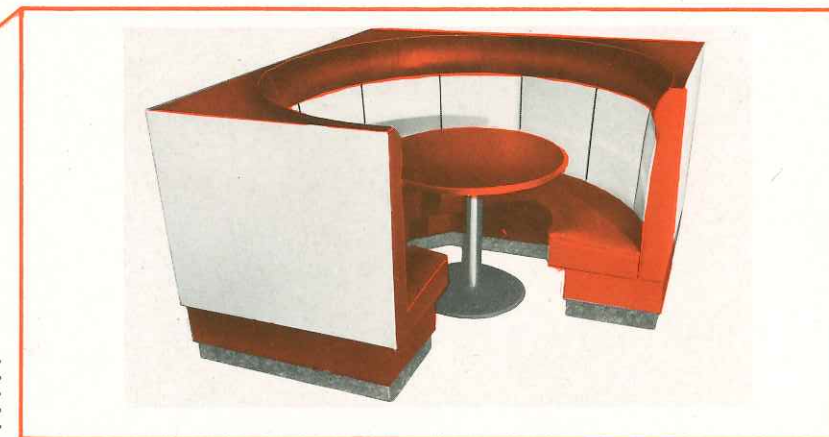


The Monarch

SINGLE-DOUBLE	
Length	42"
Height	46"
Height of Seat	18"
Depth of Seat	18"
Overall Depth of Single	23 1/2"
Overall Depth of Double	43"
Table Recommended	24" x 42"
Wall space Required per Booth	60" to 66"
Recommended Space	66"



THREE-QUARTER CIRCLE BOOTH	
Length	42" x 78" x 78" x 42"
Height	46"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



HALF CIRCLE PARTY BOOTH	
Length	42" x 78" x 42"
Height	46"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



PATENT OFFICE

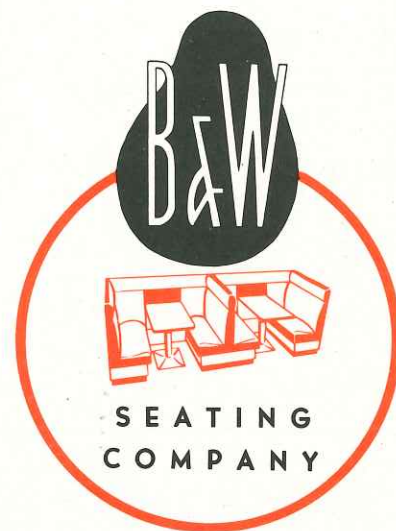
JAN 26 1950

DESIGN DIVISION

WALL BENCH	
Length	As Specified
Height	46"
Depth of Seat	18"
Height of Seat	18"
Overall Depth	23 1/2"



Complete to every detail is this custom-designed and built installation utilizing the B & W Monarch Series units. From blue print to installation nothing has been overlooked to present the finest in equipment.

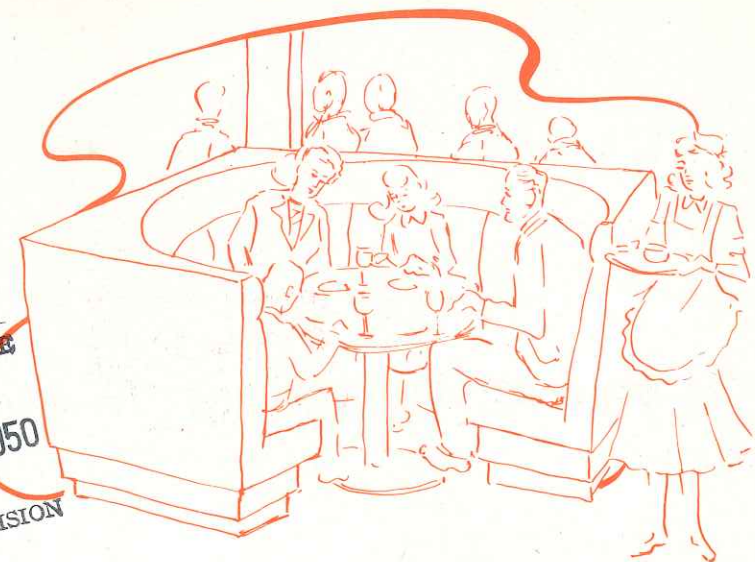


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"B & W craftsmen take personal pride in every product bearing our label"

The Cosmopolitan

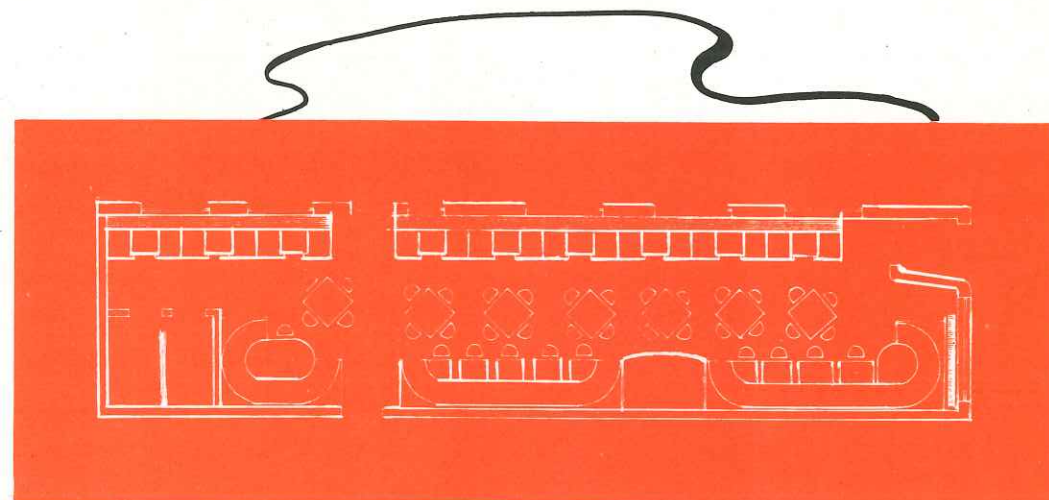
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JAN 26 1950
DESIGN DIVISION



THIS series presents a clean, smooth appearance with lasting comfort. The seat and base corners are rounded to eliminate sharp edges with the bases covered in harmonizing leatherette—the sub-base in Marbelized linoleum. Bases are padded for extra comfort. Wall panels harmonize with booths and you may choose any color combinations desired to add the decorator's touch to your installation. Wall panel mirror or padded panel available at a nominal cost. All units in this series are covered in a pliable, easy to clean vinal plastic covering that resists oil, water, grease, grime and perspiration. Stains and grime come off in a jiffy with a damp cloth. Custom-built units of the Cosmopolitan series lend themselves to producing a pleasing continuity and eliminate all wastage of wall space in your room. The neat, tailored appearance of these units has been created by a sturdy, well braced frame, constructed of fine, extra-heavy lumber, reinforced and strengthened with glue and plywood. The seats are easily removable for cleaning and every section is equipped with the famous "No-Sag Spring"—"spring with no bottom"—guaranteed against breakage. The finest materials, custom designing, and skilled craftsmanship mean better restaurant and bar seating for you.



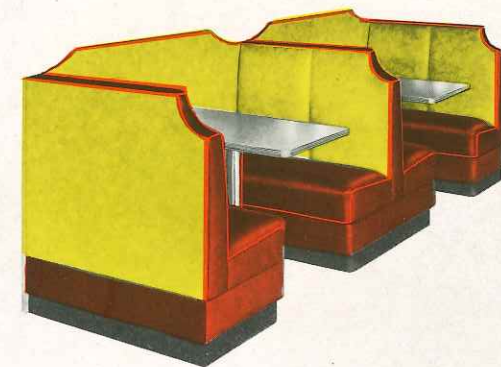
Reenan's "Tally-Ho"
Cincinnati, Ohio



Cosmopolitan Series units present a picture of harmony in this attractive B & W installation. Carefully planned and executed this installation utilized the minimum of floor space to give the maximum seating availability.

The Cosmopolitan

SINGLE-DOUBLE	
Length	42"
Height	42"
Height of Wall Panel	46"
Depth of Seat	18"
Overall Depth of Single	23 1/2"
Overall Depth of Double	43"
Height of Seat	18"
Table Recommended	24" x 42"
Wall Space Required per Booth	60" to 66"
Recommended Space	66"



HALF CIRCLE PARTY BOOTH	
Length	42" x 78" x 42"
Height	42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"

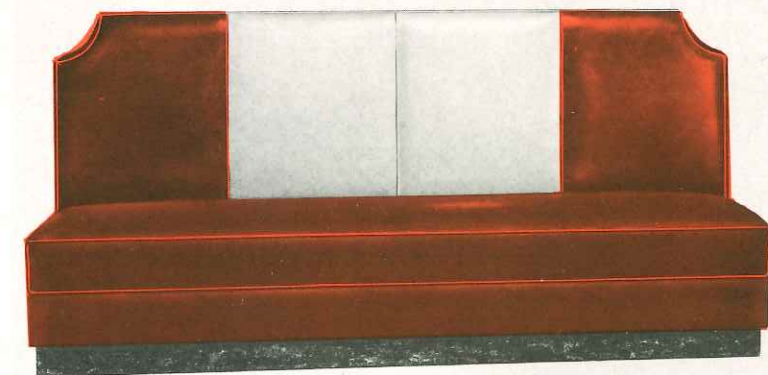


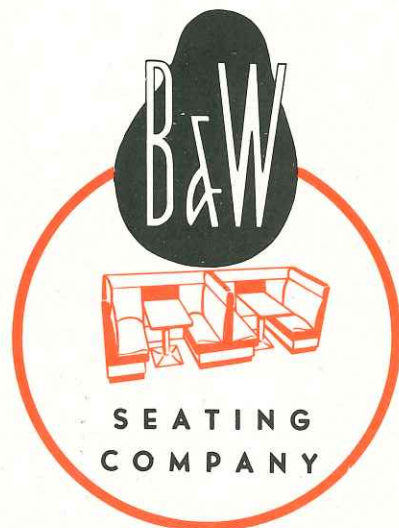
THREE QUARTER CIRCLE PARTY BOOTH	
Length	42" x 78" x 78" x 42"
Height	42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



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DESIGN DIVISION

WALL BENCH	
Length	As Specified
Height	42"
Depth of Seat	18"
Height of Seat	18"
Overall Depth	23 1/2"





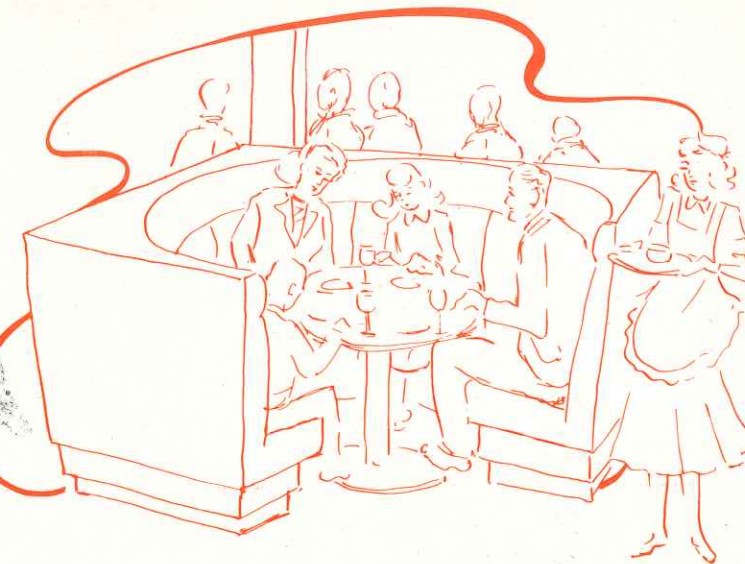
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"B & W craftsmen take personal pride in every product bearing our label"

The Continental

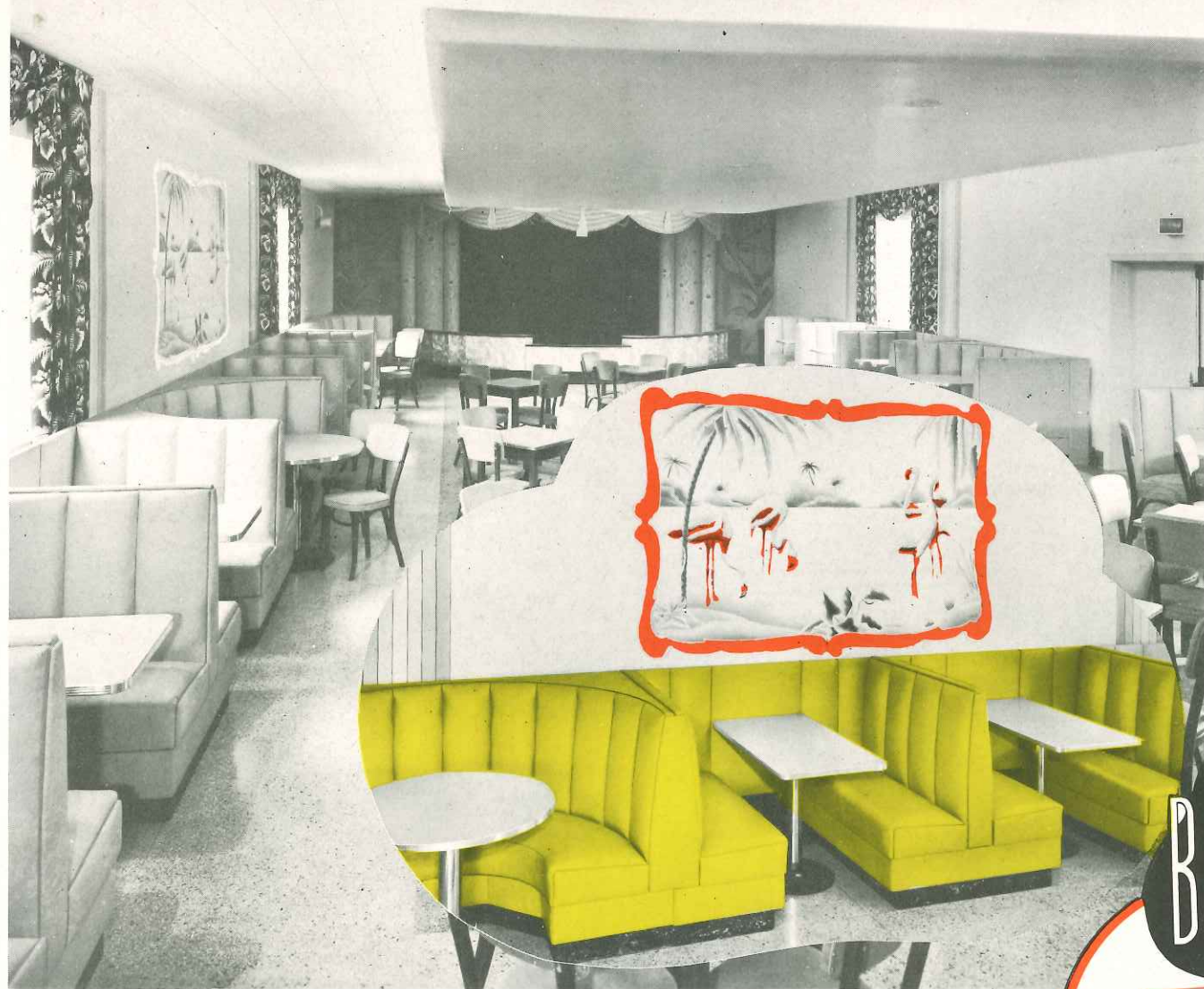
JAN 26 1950

DESIGN DIVISION

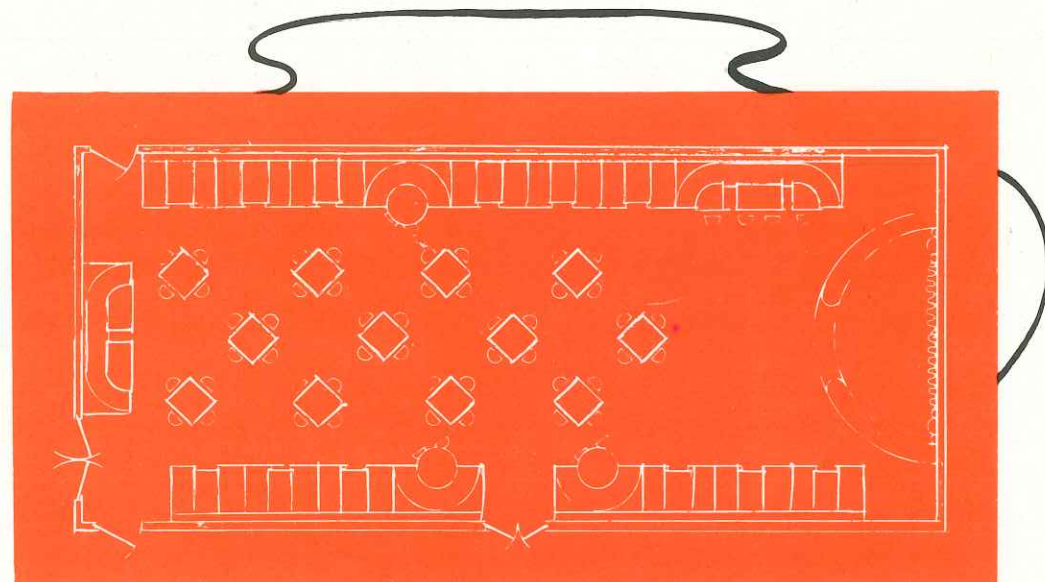


HIS series of outstanding B & W custom-built units embodies luxurious comfort and distinctive designing in harmonious beauty. Created in any color combination to please the most discriminating tastes. The symmetrical rolls of the backs are deeply channeled and heavily padded—expertly finished by skilled craftsmen. Bases are padded for extra leg comfort. All sharp edges in danger areas are eliminated. Sub bases are smoothly finished with marbelized linoleum securely cemented. Bases are covered in matching leatherette.

The complete series can be combined to form a harmonizing installation. Vinal-plastic Leatherette that offers complete resistance to stains from oil, water, alcohol, perspiration and fading is used on all units of this series. Stains and grime are easily cleaned with a damp cloth. As in all B & W construction you will find in this excellent group, seats constructed of extra-heavy lumber, braced throughout and strengthened with glue and plywood. All Continental pieces are equipped with the famous "No Sag Springs"—the only spring with a guarantee against sagging and breaking. Here is a complete series including Single, Double Booths, One-Half and Three-Quarter Circle Party Booths and Special Wall Booths presented in matching beauty.



Castle Inn
Route 80, Pittsburgh, Pa.



An installation of the famous Continental Series units proudly presented by B & W. From planning board to installation, every problem was considered to offer the best in equipment and space utilization. Truly outstanding in appearance and quality.

The Continental

SINGLE-DOUBLE

Length	42"
Height	42"
Depth of Seat	18"
Overall Depth of Single	23 1/2"
Overall Depth of Double	43"
Height of Seat	18"
Table Recommended	24" x 42"
Wall Space Required per Booth	64" to 68"
Recommended Space	66"



THREE-QUARTER CIRCLE PARTY BOOTH

Height of Booth	42"
Length	42" x 78" x 78" x 42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



HALF CIRCLE PARTY BOOTH

Height of Booth	42"
Length	42" x 78" x 42"
Depth of Seat	18"
Height of Seat	18"
Table Recommended	Round 36"



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JAN 26 1950

DESIGN DIVISION

WALL BENCH

Length	As Specified
Height	42"
Depth of Seat	18"
Overall Depth	23 1/2"
Height of Seat	18"



label"



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"B & W craftsmen take personal pride in every product bearing our label"

A NEW B&W FEATURE

Island Style Bases

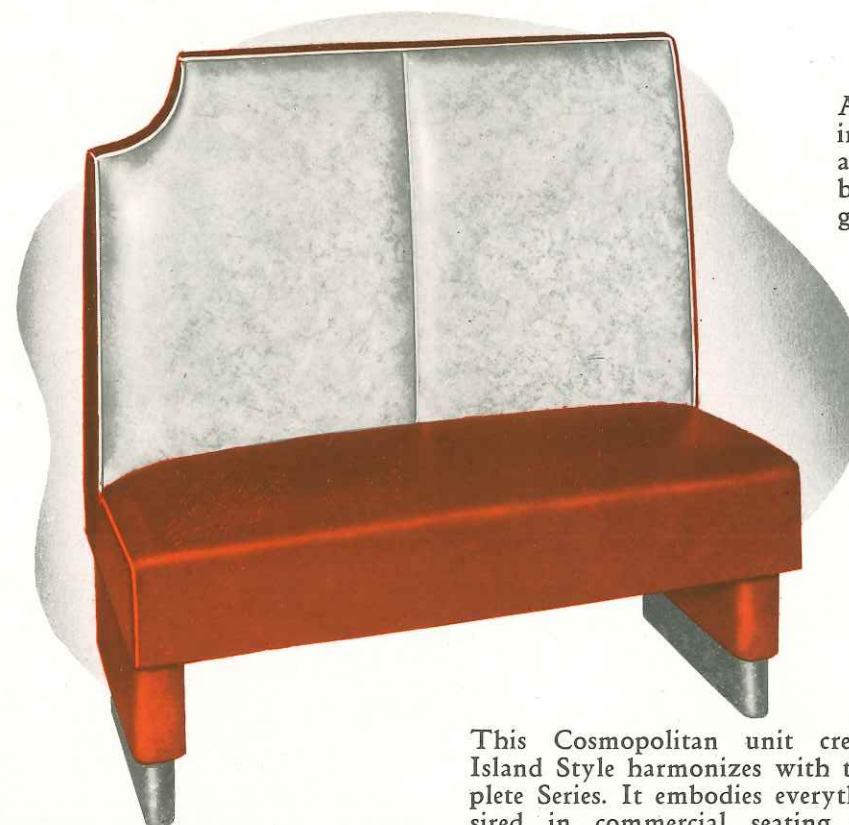
An innovation in commercial seating—the Island Style Base offered for the first time by B&W—the latest addition to the famous B&W line. Island Style Bases available in any of the B&W series mean increased air circulation because of the distinct "open-base" design.

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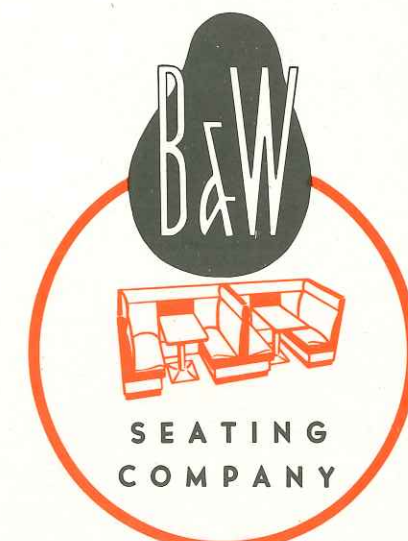
The features that have made B&W Seating leaders of the field; extra-heavy lumber for construction, removable and replaceable seats, "NO-SAG" springs and "WEDGE-LOCK" method of assembly are found in all Island Style Bases.



An Admiral unit is shown above—designed in Island Style. Note that bases are padded and upholstered and sub bases are of marbelized linoleum. Open area provides for greater air circulation.



This Cosmopolitan unit created in Island Style harmonizes with the complete Series. It embodies everything desired in commercial seating to give attractive appearance and long, lasting comfort.



PITTSBURGH, PA.

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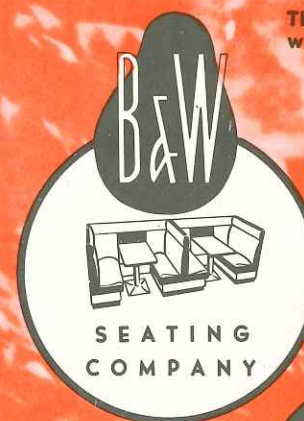
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Don't Let Your Business
Go Up in Smoke!

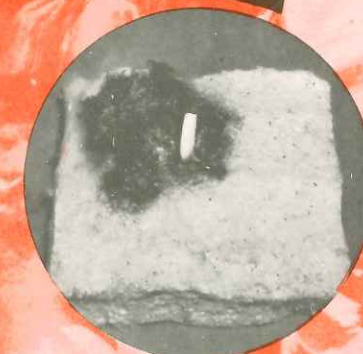
B&W SEATING NOW HAS
FLAMEPROOF
COTTON FELT
FOR USE IN ALL UNITS OF EVERY SERIES



This attractive installation shows custom-built B&W units in which Flame-Proof Cotton Felt is used.



Offered by B&W as an additional service feature, Flame-Proof Cotton is used in all B&W units. It insures permanent flameproofness, moisture resistance and resiliency, giving all the results of natural cotton fibers. It will not attract insects or rodents. It protects human life and property damage by fire. Another step forward with B&W to present the best in commercial seating.



30 SEC. ORDINARY COTTON

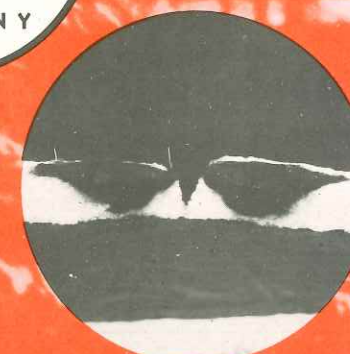
This cigarette smolders in a few seconds. Fire and property damage is the result.

Photos
Unretouched



2 SEC. ORDINARY COTTON

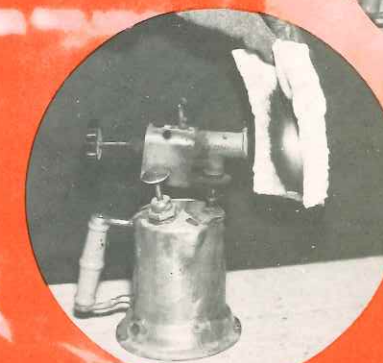
Blow torch turns cotton into burning torch — this can happen in your installation.



30 SEC. FLAME-PROOF COTTON

Cutaway of "C" — note scorching and charring — Cotton is not a danger area.

Photos
Unretouched



30 SEC. FLAME-PROOF COTTON

Blow torch chars cotton — No burning. It will not support combustion. First for safety!

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B & W COSTUMERS TABLES AND BASES

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BOOTH COSTUMERS

Distinctive B & W styles in "vanishing end" sturdy chrome costumers. Features form-fitting hooks with a machined radius and 1" heavy-wall steel tubing. Just the right height, 42" . . . Triple chrome-plated . . . Will never twist . . . Streamlined tapered end lies flat against booth surface . . . B & W costumers offer an added convenience to "customer-comfort."

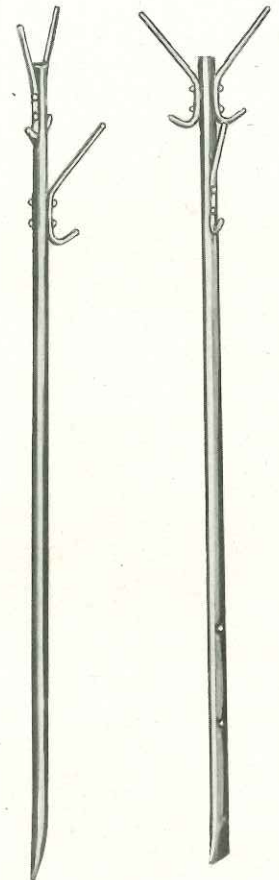
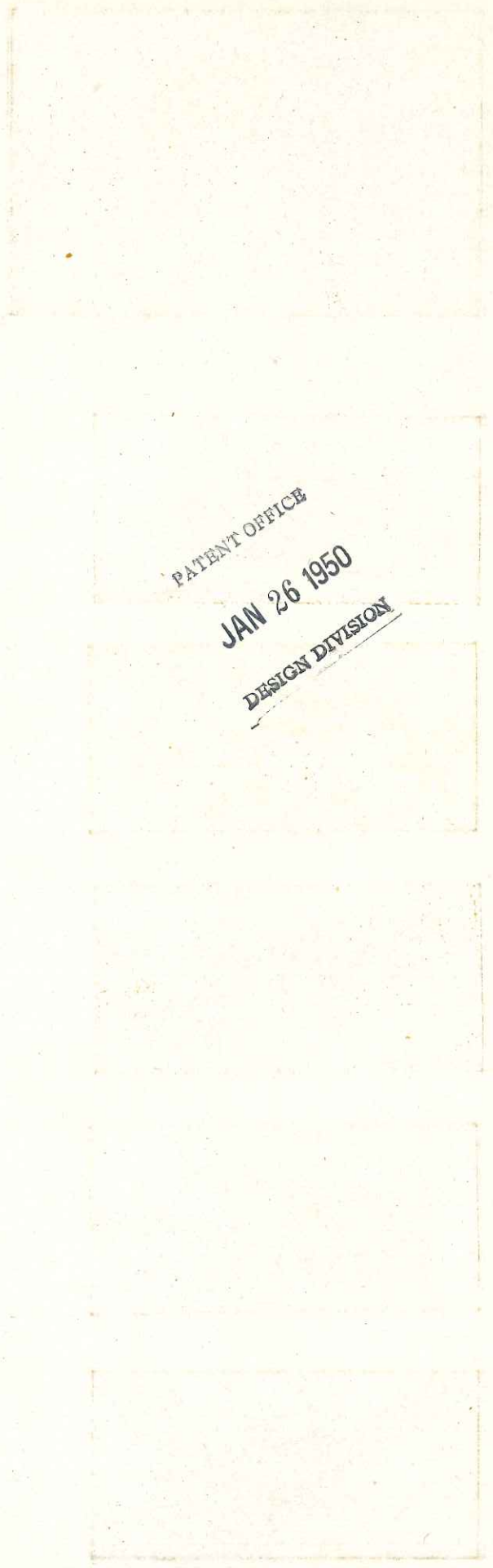
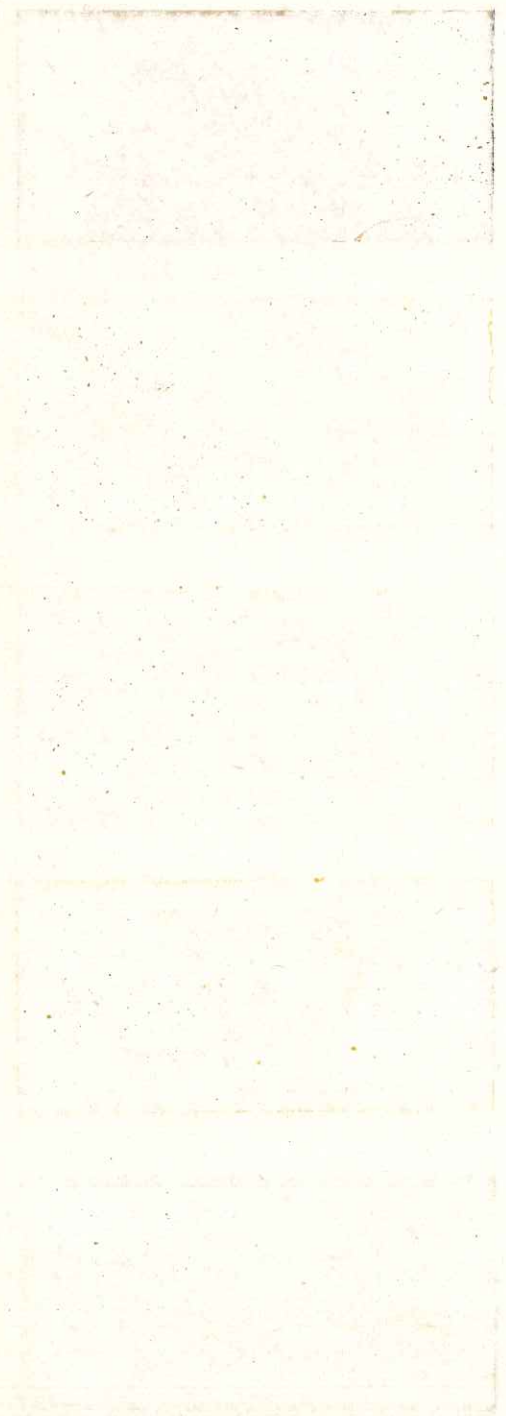


TABLE BASES

B & W again paces the field with precision table bases that feature a heavier base-plate; guaranteed for years of satisfactory service. Base plates are ground and machined to insure a level top. Bases are finished in black crackle or black enamel finish. Columns are of heavy-wall steel, with triple chrome plating; polished to a high lustre. This fine base will never wobble or mar floors, yet these smartly designed bases cost no more than the ordinary base.

TABLE TOPS

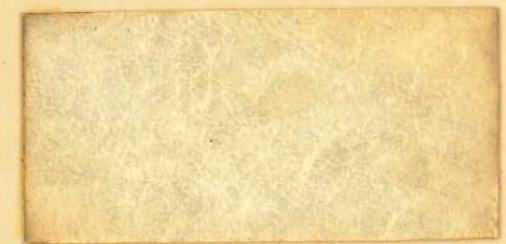
These smartly designed and engineer constructed B & W table tops offer a table that adds good taste to any room. The Formica lifetime-laminated surface is so hard and durable that it is virtually indestructible in normal use. It is practically cigarette proof! Its non-porous surface also resists heat, wear and shock and cannot be affected by alcohol, foods and most chemicals. All tops are 1 1/4" thick and are trimmed in Anodized Aluminum—a superb trim that resists denting and chipping. They are easy to keep clean and sparkling bright, and offer low cost maintenance.



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CORAL 40



IVORY 60-A



GREEN 50



BEIGE 80-J



CHARTREUSE 58



GREY 65

DURAN 5420

DURAN—The all plastic upholstery fabric that combines distinctive beauty, comfort and utility is available in all B & W series. Duran is offered in an array of lovely color tones, as shown, with beautiful crafted finishes to harmonize with any color scheme.

Duran is tough yet resilient—it will not chip or peel and is resistant to water, alcohol, oil, grease, perspiration and fading. Easily cleaned, stains and grime are removed quickly with a damp cloth. Soap and water may be used freely to keep Duran clean and smart looking.

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BLUE 70-A



GOLD 21



BROWN 80-H



AQUA 51



RED 36

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TOLEX (A famous name for 35 years)

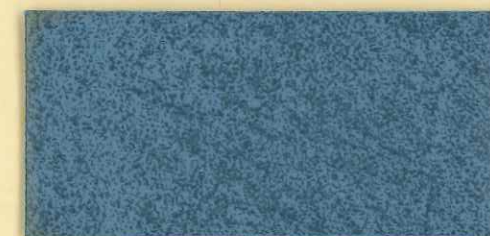
PLASTIC LEATHERCLOTH—B & W brings new beauty and wear to its entire series of Bar and Restaurant Equipment with TOLEX---it's plastic leathercloth with the luxury look and feel.

It's easy to clean, washable, vermin-proof, and stain resistant.

Available as shown in 10 striking colors and effects.



RED 5701



BLUE

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JAN 26 1950

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5702



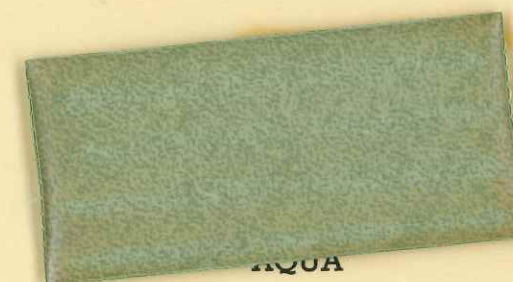
BEIGE

5706



IVORY

5703



AQUA



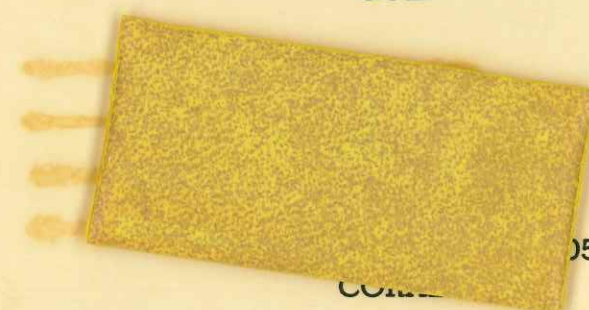
GOLD

5704



CHARTREUSE

5708



GREEN

5705

5709



BROWN

5710

BROWN

RETURN TO
DESIGN DIV.

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B & W

SEATING COMPANY

MANUFACTURERS OF BAR AND RESTAURANT EQUIPMENT

2817 FORBES STREET OFFICE PITTSBURGH 13, PA.

USMU. 5021

Design, Div.



JAN 26 1950

In this catalog we are presenting many new features -- some for the first time in the commercial seating trade.

One of these new features is the style of the catalog itself. For after analyzing the use of the seating catalog it was apparent that the ordinary old style catalogs were directed to the wrong persons. They were aimed at the dealer who needed, instead of merely pictures of units, an aid in selling to his customers.

It is only natural that your customers have not had the wide experience that you enjoy. It is difficult for them to visualize in their imagination the appearance a room will have when complete by merely looking at a blue print. We have directed our new catalog towards helping your customer bridge the gap between a blue print and the completed installation.

Continued in the series are the Admiral and the Monarch which have proven so popular in the past. Added are our two new styles -- the Cosmopolitan and the Continental Series, designed for those who desire even a more decorative touch to their rooms.

Many requests have been made for series available with open, or island style, bases. We have accordingly developed strong, sturdy island style bases that may be used on all models in place of closed bases. This style base uses the time and profit saving "Wedge-Lock" method of assembly.

To the eleven ever-popular Duran colors have been added ten beautiful new colors in a vinyl-coated fabric backed leatherette. This leatherette is well known in the leatherette trade as "Tolex" manufactured by Textileather Corp., one of the pioneers, manufacturing leatherette for over 35 years.

One of the main risks of a business house who must seat the public is

..... FIRE!

An outstanding cause of fires in such establishments is careless smokers. Even though the plastic Vinyl has in itself flame resistant qualities, it is possible to burn through to the cotton felt filling with a cigarette. Ordinary cotton has been known to smoulder and spread for several hours after igniting in this manner, giving off no flame and almost no warning smoke. Cotton in such a condition may go undetected for several hours then suddenly burst into flame when subjected to a slight draft.

In line with our policy of constantly seeking every way of improving our products with the latest developments, we are introducing for the first time, in the seating trade, booths using flame proof cotton. This flame proof cotton will be used in all units wherever ordinary cotton was previously used. We feel certain your customers will fully appreciate the protection offered by this flame proof cotton.

B & W SEATING COMPANY

Design, Did.



Penn Albert Hotel, Greensburg, Pa.
Furniture by B & W Seating Co., Pittsburgh, Pa.



Tele-V Diner, Verona, Pa.
Furniture by B & W Seating Co., Pittsburgh, Pa.



Sheehes Restaurant, Cumberland, Md.
Furniture by B & W Seating Co., Pittsburgh, Pa.

Has the **COLORS**
Has the **COMFORT**
For the **"CALL"** JAN 20 1950
with **decorators** U S PATENT OFFICE
and **architects**

Here's a beauty treatment for old interiors and the right style note for new ones. Satin smooth, comfortable and easy to clean Duran, in colors from deep tones to the pale pastels. A new luxury look for furniture, booths, stools, tabletops and wall panels.

Duran is specified by decorators and architects because it offers the utmost in practicality and beauty for home, hotel and restaurant interiors. It fits your decorative plans too. Write for samples and information.



THE MASLAND DURALEATHER CO., 3236-90 Amber St., Phila. 34, Pa.